

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

Claims 1-48 (canceled).

49. (currently amended) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

- a) a pad having a bottom configured to be disposed on the vehicle surface, and a top ~~configured to removably receive the item thereon~~;
- b) the top having a contoured top surface extending over a majority of the top ~~configured to contact and frictionally cling to the item~~;
- c) the top surface including a plurality of protrusions or indentations;
- d) the bottom having a bottom surface smoother than the top surface and configured to contact and frictionally cling to the vehicle surface ; and
- e) an item, removably disposed on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

50. (previously presented) A device in accordance with claim 49, wherein the contoured top surface has an uppermost surface area less than a lowermost surface area of the bottom.

51. (previously presented) A device in accordance with claim 49, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the vehicle surface.

52. (previously presented) A device in accordance with claim 49, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

53. (previously presented) A device in accordance with claim 49, further comprising: indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

54. (previously presented) A device in accordance with claim 49, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

55. (previously presented) A device in accordance with claim 49, wherein the pad includes an expanded vinyl material.

56. (previously presented) A device in accordance with claim 49, wherein the pad includes a polyurethane material.

57. (previously presented) A device in accordance with claim 49, wherein at least a portion of the pad is at least translucent.

58. (previously presented) A device in accordance with claim 57, further comprising indicia, formed on the bottom surface of the pad, and visible through the pad.

59. (canceled)

60. (currently amended) A device in accordance with claim 49, further comprising: a dashboard or console of a vehicle, the pad being ~~disposable~~ removably disposed thereon.

Claims 61 and 62 (canceled).

63. (canceled).

64. (canceled).

Claims 65-67 (canceled).

68. (currently amended) A method for releasably securing an item on a dashboard or console of a vehicle surface without marring or altering the dashboard or console of the vehicle surface, comprising the steps of:

a) placing a frictional holding pad on the dashboard or console of the vehicle surface, the frictional holding pad having:

a contoured top surface extending over a majority of the frictional holding pad with an uppermost contact surface;

a lowermost contact surface ~~capable of~~ contacting and frictionally clinging to the dashboard or console of the vehicle surface without marring or altering the dashboard or console of the vehicle surface;

~~the~~ a bottom of the pad being smoother than the top surface;

the lowermost contact surface having a greater surface area than the uppermost contact surface; and

b) placing the item on the uppermost contact surface of the contoured top surface of the frictional holding pad, the uppermost contact surface of the frictional holding pad frictionally clinging to the item; and

c) removing the item from the uppermost contact surface of the frictional holding pad while the frictional holding pad remains on the dashboard or console of the vehicle surface; and

d) the item being selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

69. (currently amended) A method in accordance with claim 68, further comprising the step of:

operating a the vehicle such that the vehicle surface moves, with the item secured to and moving with the dashboard or console of the vehicle surface by the frictional holding pad.

70. (currently amended) A method in accordance with claim 68, wherein the lowermost contact surface of the frictional holding pad clings to the dashboard or console of the vehicle surface more than the uppermost contact surface of the frictional holding pad clings to the item.

71. (currently amended) A method in accordance with claim 68, wherein the step of placing the frictional holding pad on the dashboard or console of the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional folding pad to changes in the dashboard or console of the vehicle surface, the frictional holding pad including a flexible material.

72. (currently amended) A method in accordance with claim 68, further comprising the step of:

removing a backing layer from the lowermost contact surface of the frictional holding pad prior to placing the frictional holding pad on the dashboard or console of the vehicle surface.

73. (canceled).

Claims 74-77. (canceled).

78. (currently amended) A method for releasably securing an item on a dashboard or console of a vehicle surface without marring or altering the dashboard or console of the vehicle surface, comprising the steps of:

a) placing a frictional holding pad on the dashboard or console of the vehicle surface, the frictional holding pad including at least a portion that is at least translucent, the frictional holding pad having an upper surface, and a bottom surface frictionally

clinging to the dashboard or console of the vehicle surface without marring or altering the dashboard or console of the vehicle surface;

b) placing ~~the an~~ item on the upper surface of the frictional holding pad, the upper surface of the frictional holding pad frictionally clinging to the item; and

c) removing the item from the upper surface of the frictional holding pad while the frictional holding pad remains on the dashboard or console of the vehicle surface; and

d) the item being selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

79. (previously presented) A method in accordance with claim 78, wherein the step of placing the frictional holding pad further includes placing a frictional holding pad with a contoured top surface with an uppermost contact surface and a lowermost contact surface, the lowermost contact surface having a greater surface area than the uppermost contact surface.

80. (currently amended) A method in accordance with claim 78, further comprising the step of:

viewing the dashboard or console of the vehicle surface through the at least a portion of the frictional holding pad that is at least translucent.

81. (currently amended) A method in accordance with claim 78, further comprising the step of:

operating a vehicle such that the dashboard or console of the vehicle surface moves, with the item secured to and moving with the dashboard or console of the vehicle surface by the frictional holding pad.

82. (currently amended) A method in accordance with claim 78, wherein the bottom surface of the frictional holding pad clings to the dashboard or console of the vehicle surface more than the upper surface of the frictional holding pad clings to the item.

83. (currently amended) A method in accordance with claim 78, wherein the step of placing the frictional holding pad on the dashboard or console of the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional holding pad to changes in the dashboard or console of the vehicle surface, the frictional holding pad including a flexible material.

84. (currently amended) A method in accordance with claim 78, further comprising the step of:

removing a backing layer from the bottom surface of the frictional holding pad prior to placing the frictional holding pad on the dashboard or console of the vehicle surface.

85. (canceled).

Claims 86-97 (canceled).

98. (currently amended) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

- a) a pad having a bottom configured to be disposed on the vehicle surface, and a top ~~configured to removably receive the item thereon~~;
- b) the top having a contoured top surface ~~configured to contact and frictionally engage to the item, and including a plurality of indentations or protrusions forming the contoured top surface~~; and
- c) at least a portion of the pad being at least translucent ; and
- d) an item, removably disposed on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a

portable television.

99. (currently amended) A device in accordance with claim 98, ~~further comprising~~ wherein the contoured top surface extends across a majority of the top.

100. (canceled).

Claims 101-108 (canceled).

109. (new) A frictional holding device disposed on a dashboard or console of a vehicle to receive and secure an item thereon, the device comprising:

- a) a dashboard or console of a vehicle;
- b) a pad having a bottom disposed on the dashboard or console of the vehicle, and a top configured to removably receive the item thereon;
- c) the top having a contoured top surface extending over a majority of the top configured to contact and frictionally cling to the item;
- d) the top surface including a plurality of protrusions or indentations;
- e) the bottom having a bottom surface smoother than the top surface contacting and frictionally clinging to the dashboard or console of the vehicle.

110. (new) A device in accordance with claim 109, wherein the contoured top surface has an uppermost surface area less than a lowermost surface area of the bottom.

111. (new) A device in accordance with claim 109, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the dashboard or console of the vehicle.

112. (new) A device in accordance with claim 109, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

113. (new) A device in accordance with claim 109, further comprising:

indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

114. (new) A device in accordance with claim 109, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

115. (new) A device in accordance with claim 109, wherein the pad includes an expanded vinyl material.

116. (new) A device in accordance with claim 109, wherein the pad includes a polyurethane material.

117. (new) A device in accordance with claim 109, wherein at least a portion of the pad is at least translucent.

118. (new) A device in accordance with claim 117, further comprising indicia, formed on the bottom surface of the pad, and visible through the pad.

119. (new) A device in accordance with claim 109, further comprising:  
an item, removably disposed on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

120. (new) A frictional holding device configured to be disposed on a dashboard or console of a vehicle and to receive and secure an item thereon, the device comprising:

a) a dashboard or console of a vehicle;

- b) a pad having a bottom disposed on the dashboard or console of the vehicle, and a top configured to removably receive the item thereon;
- c) the top having a contoured top surface configured to contact and frictionally cling to the item, and including a plurality of indentations or protrusions; and
- d) at least a portion of the pad being at least translucent.

121. (new) A device in accordance with claim 120, wherein the contoured top surface has an uppermost surface area less than a lowermost surface area of the bottom.

122. (new) A device in accordance with claim 120, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the dashboard or console of the vehicle.

123. (new) A device in accordance with claim 120, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

124. (new) A device in accordance with claim 120, further comprising:  
indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

125. (new) A device in accordance with claim 120, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

126. (new) A device in accordance with claim 120, wherein the pad includes an expanded vinyl material.

127. (new) A device in accordance with claim 120, wherein the pad includes a polyurethane material.

128. (new) A device in accordance with claim 120, wherein at least a portion of the pad is at least translucent.

129. (new) A device in accordance with claim 128, further comprising indicia, formed on the bottom surface of the pad, and visible through the pad.

130. (new) A device in accordance with claim 120, further comprising:

an item, removably disposed on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

131. (new) A device in accordance with claim 98, further comprising:

a dashboard or console of a vehicle, the pad being removably disposed thereon.